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*Quarterly Report for FY 2009
January 1 -March 31, 2009*

Health Promotion and Communication Project (HealthPRO)

**Quarterly Report
January 2009 – March 2009
Contract No. GHS-I-00-07-00010**

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Health Promotion and Communications (HealthPRO) Project

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List of Abbreviations

A2Z	A to Z Project (The USAID Micronutrient and Child Blindness Project)
BCC	Behavior Change Communication
CA	Cooperating Agency
CHD	Centers for Health Development
CPR	Contraceptive Prevalence Rate
COTR	Contracting Officer's Technical Representative
DCOP	Deputy Chief of Party
DOH	Department of Health
DOTS	Directly Observed Therapy Short-Course
FC	Field Coordinator
FP	Family Planning
HEALTHGOV	A USAID Project on Strengthening of Health Systems
HEPO	Health Promotions Officer
HIV/AIDS	Human Immunodeficiency Virus/Acquired Immune Deficiency Syndrome
HPC	Health Promotion and Communication
HPDP	Health Policy Development Project
IPC/C	Interpersonal Communication and Counseling
IR	Intermediate Results
LCE	Local Chief Executive
LGU	Local Government Unit
LOP	Life-Of-Project
M&E	Monitoring and Evaluation
MCH/N	Maternal and Child Health, Nutrition
NCHP	National Center for Health Promotion
NGO	Nongovernmental Organization
PHO	Provincial Health Office/Officer
PIO	Provincial Information Officer
PIPH	Provincial Investment Plan for Health
PMP	Performance Management Plan
PMEP	Performance Monitoring and Evaluation Plan

PRISM	Private Sector Mobilization for FP and MCH
RTI	Research Triangle Institute
SO	Strategic Objective
SHIELD	Sustainable Health Improvement through Empowerment and Local Development
STTA	Short-Term Technical Assistance
TA	Technical Assistance
TB	Tuberculosis
TB-DOTS	Tuberculosis-Directly Observed Therapy Short-Course
TB Linc	Linking Initiatives and Networking to Control TB
TWG	Technical Working Group
URC	University Research Corporation
USAID	United States Agency for International Development

1 EXECUTIVE SUMMARY

HealthPRO, a project designed to assist LGUs in the Philippines through the Department of Health (DOH), has continued activities in the second quarter towards broadening the reach, improving quality and sustaining efforts to increase the adoption of healthy behaviors and practices in order to improve the health status of the people. During this period, major strategies and activities have been developed and implemented to mobilize and capacitate appropriate institutions that can assist in promoting healthy practices among target groups.

1.1 HIV/AIDS

During the reporting period, workshops were conducted in Angeles City, Davao City and Quezon City. In these 3 sites, the previously conducted SCPs provided framework for health communication activities with aim to keep the HIV prevalence rates below 1% among the MARPs. HealthPRO also provided an international HIV expert for undertaking review of BCC strategies focused on MARPs that have been employed in the past decade but with diminishing returns. The SCP was conducted among City Health Office/Social Hygiene Clinic staff, NGO representatives and other local government participants such as the Department of Education, Department of Social Welfare and Development, Philippine National Police, and resulted in development of a common agenda on HIV/AIDS prevention education.

1.2 Message development and health promotion activities

URC conducted workshop to develop messages for improving breastfeeding practices and immediate newborn care in the province of Compostela Valley. In Sarangani, workshop was held to develop MNCH and FP storybook. The project also conducted field observation in the Indigenous People (IP) communities of Sarangani. Additionally, we held orientation and message development workshops in Garantisadong Pambata. The cities of Davao, General Santos and Zamboanga were supported for the World AIDS Day.

1.3 Developing the provincial and LGU behavioral profiles on health

Based on the SCP data updates and the Luzon program implementation reviews by LGUs, the behavioral profiles of the provinces and cities were updated and uploaded (project server) to be used by staff as a reference, particularly for developing TA packages that respond to the needs of LGUs.

Behavioral profiles for HIV/AIDS for Pasay, Iloilo and Zamboanga Cities were also developed during this period.

The team has worked on the LGU-level BCC Strategy on HIV/AIDS for 5 SCP sites – Angeles, Quezon, Pasay, Davao, and Zamboanga Cities. Each strategy contained a situation analysis and table defining health programmatic standards, desired behaviors/communication objectives, target clients, overall value proposition, focal messages, specific channel strategies and numerical targets/success indicators.

1.4 Development of packages

The project staff, in collaboration with local STTA developed a number of innovative interpersonal communication and counseling curricula for service providers, health workers and satisfied users/patients with focus on FP/RH, MNCH, and TB, in addition to developing participatory interpersonal communication and counseling skills training modules and materials for community-based communicators, health service providers and local champions. The key strategy in the design of IPC and social mobilization initiatives is to embed these into specific clinical context. This is critical for ensuring that provider biases are also countered through these materials.

1.5 Capacity–Building

Limited training was provided to improve provider knowledge and skills in IPC tools and approaches.

1.6 Media Monitoring

HealthPRO distributed daily media monitoring reports covering the context of interest to various stakeholders and implementing partners.

1.7 Coordination with DOH-National Center for Health Promotion

HealthPRO continued its engagement with the NCHP, NCDPC and other groups to design high impact BCC interventions. Meetings were held with these and other groups to develop BCC plans including health events (TB day, safe motherhood month, etc.).

1.8 Grants/sub-contracts for supporting local TA for IPC and social mobilization

HealthPRO received proposals from a number of local agencies interested in providing support BCC initiatives. Many of these groups were already part of the URC bid. However, based on the discussions with the Contracts Office at USAID, URC will have to procure services from these groups on a competitive basis. URC has already developed guidelines for competitive procurement in the Philippines. The RFAs for different regions will be let out in late May to solicit proposals from local groups.

1.9 Technical Working Group Engagements

HealthPRO continued to participate in various national and regional TWGs. In addition, it is leading the BCC TWG.

1.10 Support for Major Health Events

HealthPRO provided support for the observance of TB day as well as other health events in the country.

1.11 M&E

The Luzon team participated in inter CA activities on project indicators and data collection in preparation for the annual data collection at LGU level. There were several challenges in data collection particularly on the project indicators. The data collection took some time to gather and the sources of information varied from LGU to LGU since the HEPO reports are not standardized.

Data Quality Assessment – DQA process for 2008 data gathering was completed for all four health themes.

OP targets for 2009 and 2010 were revisited and finalized based on the review of accomplishments for 2008. HealthPRO targets per province have been calculated based on overall health theme targets. The provincial targets have been coordinated with both the Area Managers and the health specialists to guide plans and activities at the LGU level.

Program indicator reference sheets were also updated based on the agreed indicators per health themes in the Inter-CA M&E TWG.

A Monitoring Tool for Special Events to be used by CAs has been drafted for field testing during the upcoming WTD and GP events.

A consultation with ARMM HEPOs on the drafting of a monitoring and reporting tool was also conducted. This was in preparation for coordination with the NCHP on the development of a HEPO monitoring and reporting tool.

1.12 Collaborations with other CAs

HealthPRO collaborated with other CAs in several activities at the LGU level. These include:

- TB Rapid Assessment in Regions 1 and 2
- CBEWS (Community Based Early Warning System) training for Isabela, Bulacan and Isabela (Avian flue sites)
- CHLSS Planning in Isabela Province
- ICV Monitoring of technical staff

Together with HealthGOV, HealthPRO participated in setting up the Photo exhibit at the Leagues of Municipalities (LMP) General Assembly. Project articles, pictures were placed on display for mayors.

1.13 Management

1.13.1 URC Headquarters support

URC HQ provided HealthPRO consistent technical and administrative services and support for project implementation work. HealthPRO continued to coordinate with the URC HQ on the issues of human and physical resources, and on administrative policies, procedures, and practices, and with physical presence of the Corporate Monitor during this time period.

1.13.2 Financial Management

In terms of the financial management, throughout this quarter the project continued to coordinate with the HQ on monitoring of the budget and the documentation that supports expenditures.

The USAID Office of Financial Management conducted a financial audit of the project and suggested a number of changes in financial procedures. An exit interview on March 27, between the COP, Administrative Officer, and Project Coordinator from Bethesda Headquarters, and the USAID officers, addressed recommendations to improve actions and allowed for HealthPRO to institute changes in its financial system for better compliance with USAID regulations. The URC is making appropriate changes in its billing and record keeping per the USAID recommendations.

1.13.3 Field operating manual and personnel handbook

As a part of the recommendations by USAID review committee, the project undertook editing and finalizing of the Operations Manual to include updated Organizational chart, acceptable business practices policy, conflicts of interest provisions and sanctions in case of violations, and delegations of authority and responsibility. This handbook will be submitted to USAID for a final review and approval by the end of May.

1.13.4 Field project offices

After consultations with the Department of Health and other CAs the HealthPRO ARMM office in Cotabato City was established, facilitating HealthPRO operations in the region where the DOH ARMM is stationed.

1.13.5 Office and data processing equipment – HealthPRO email accounts

Throughout this quarter, the project continues to follow-up on necessity of acquiring additional data processing equipment, related software, and services to increase computing capability of Manila and regional offices. We have been especially focused on improving the speed of the server to accommodate increased e-mail traffic between the offices and the headquarters.

1.13.6 Grant Management

We have conducted SGP Synchronization Workshop between HealthPRO staff and GRF, PROBE and Ateneo, and reviewed SGP proposals from GRF, PROBE and Ateneo, MIDA and Mahintana Foundation.

1.13.7 Staff recruitment for vacant positions

Ms. Dominique Tabora/BCC Advisor and Mr. Randy Solis/Mass Media Advisor were identified and selected as key personnel for HealthPRO in the second quarter. They both bring a wealth of experience to the project and complement the existing communication team and have started their work with the project during this quarter.

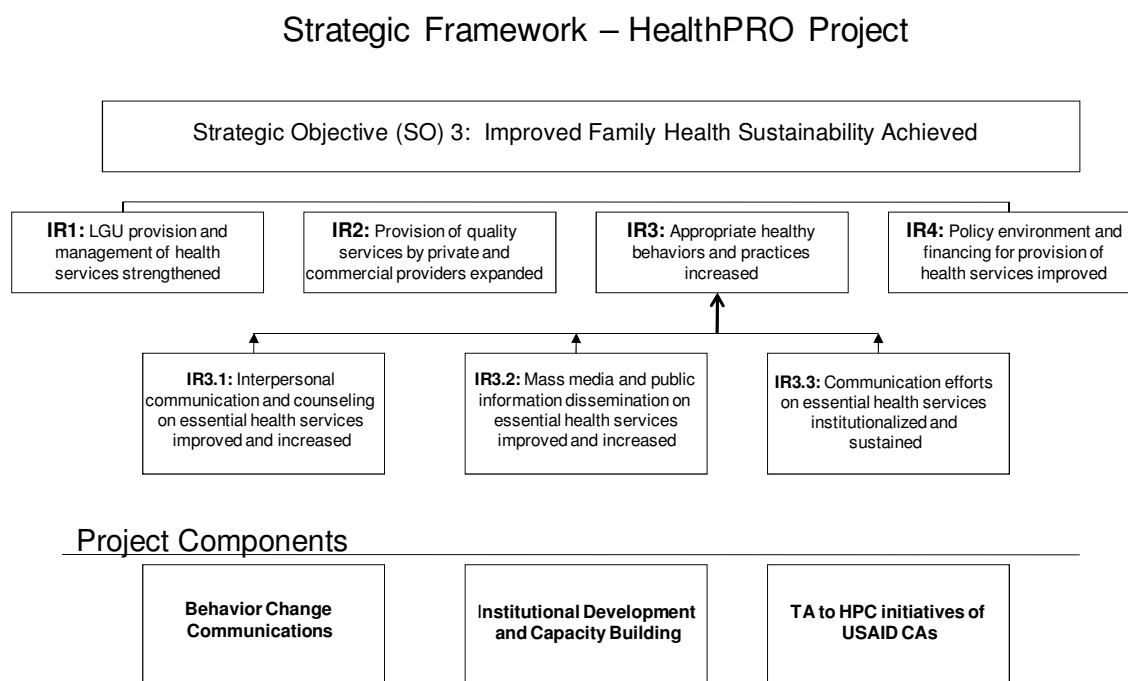
Mr. Armin Hautea/ARMM Provincial Coordinator was also hired during this quarter and has significantly contributed to the project from the ARMM provincial side.

The project continues to recruit for Grants Manager and Documentation Specialist positions.

2 INTRODUCTION

The Health Promotion and Communication Project or HealthPRO is the lead health promotion and communication project supporting USAID Strategic Objective 3. Its primary area of focus is the third intermediate result (IR3), “appropriate healthy behaviors and practices increased”. Although HealthPRO will contribute in some ways to the other three intermediate results, the overall objective of HealthPRO is **to assist local government units (LGUs) in improving, expanding, and strengthening the quality and sustainability of health promotion and communication efforts**. Three sub-results will support the achievement of the overall objective. These are: (1) to increase the reach and impact of Behavior Change Communication (BCC) interventions, (2) to develop institutional capacity and sustainability of those efforts and (3) to assist USAID’s health partners and other relevant organizations in maximizing the effectiveness of their own efforts in health promotion and LGU development. These results form the three major components of the HealthPRO Project.

Figure 1: Results Framework



The expected outcomes of the HealthPRO Project are substantial behavioral results among individuals and care givers. In brief, the results will be seen in improved awareness and changed behavior related to the specific results targeted in USAID’s strategy of support to the country in Maternal and Child Health (MCH), Family Planning (FP), Tuberculosis - Directly Observed Treatment Short Course (TB-DOTS), and Human Immuno Deficiency Virus-Acquired Immune Deficiency Syndrome (HIV-AIDS) as well as other infectious diseases like Avian Influenza (AI). Local institutions, supported by USAID’s partners, will know how to conduct high quality, cost-effective health promotion interventions using multiple approaches in interpersonal communications/counseling (IPC/C) supplemented with mass media and other promotional materials and tools. The capacity of the local institutions to carry on this work will be demonstrated by their ability to either budget for or mobilize the requisite resources to carry out the health promotion activities.

The main strategy of HealthPRO is to work closely with the Department of Health (DOH) and LGU staff to review the lessons learned and best practices from previous investments in health promotion, and expand and improve upon them. The emphasis is on mobilizing existing community organizations, volunteers and NGOs to support the health promotion work of the LGUs and their

health staff. This includes improving skills and strategic coordination of programs. The project will continue collaborating with partners that are already engaged in innovative and successful health promotion strategies to assess and expand such strategies. New partnering arrangements will allow the LGUs to make the most of the resources and creative talents in media to support and reinforce the critical IPC/C work at the local level. At the forefront of all activity will be the effort to develop institutional capacity to sustain such programs beyond the period of support from USAID. The DOH, particularly the National Center for Health Promotion (NCHP), will be the project's main partner at the national level and will coordinate closely with this office as early as the pre-implementation phase to ensure a smooth implementation of activities from the national, regional and LGU levels.

The report describes each component's objectives, PMP indicators and results, activities implemented during the quarter, and limitations and challenges. Planned activities for the next quarter are also part of the report. Finally the report presents administrative issues and budgetary status.

2.1 Component 1: Behavior Change Communication

During this period HealthPRO has:

- Developed BCC framework for HealthPRO;
- Developed BCC plan template and laid out process to be used in the writing of BCC plans for 10 provinces with SCP;
- Developed and revised three BCC plans;
- Reviewed 12 SCP, PIR & 4 PAR;
- Identified health focus, target audience and behavior change objectives for 12 provinces;
- Conducted 12 validation meetings with PHOs; and
- Identified potential LRAs in various regions of the country.

2.1.1 Developing provincial and LGU behavioral profiles

Behavioral profiles for the provinces of Albay, Bulacan, Capiz, Compostela Valley, Negros Occidental, Negros Oriental, Pangasinan, Sarangani, South Cotabato, Zamboanga del Sur and ARMM were prepared based on the data presented by the LGUs during their Program Implementation Review (PIR) and Strategic Communication Planning (SCP) Workshop. The provincial and LGU behavioral profiles present relevant information regarding the knowledge, attitude and practice of the segment of the population that is considered by the LGU as a target audience of the BCC campaign.

As a part of the process of understanding the behavior of the target audience, focus group discussions were conducted in Albay (focus is on MNCHN and FP), Compostela Valley (focus is on MH and FP), Bulacan (focus is on Child Health and Nutrition) and Pangasinan (focus is on MNCHN and FP). Through the FGDs, detailed information regarding the target audiences of the BCC plan are gathered and will be the basis for a thorough analysis of the barriers that prevent the target audiences from changing their behavior.

We have conducted validation meetings with the PHO and HOs in Albay, Compostela Valley, Bulacan and Pangasinan, in order to create a comprehensive BCC Campaign Plan for each of the provinces. Through these validation meetings we accomplish determination of the focus health theme, as well as the definition of a target audience, together with the BCC objectives and targets. Also, we look at the gathered updated data from the PHO and MHOs that are needed to define the BCC objectives and targets for the BCC Campaign Plan.

In the Visayas we have facilitated coordination with the Provincial Health Office of Negros Occidental and Capiz and conducted BCC-Focused Group Discussion (FGD), and have identified low performing LGUs where FGD will be conducted. We have also conducted social preparation in

selected municipalities and towns and have met with the municipal/town Health Officer and Public Health Nurse, as well as with Rural Health Midwives and Community Health Workers of barangays with which we could discuss criteria for selecting FGD participants, FGD venue and schedule.

2.1.2 FP TA package

The TA package on Interpersonal Communication and Counseling (IPC/C) for Family Planning is now readily available. The package contains a training manual for a three-day training for health service providers to help them become effective counselors in family planning. The training manual is adapted from Module 10 of the 2008 version of the FP Competency-Based Training (FP-CBT). The training package addresses myths and misconceptions about FP and helps providers understand key IPC skills that they can use to counter these client concerns. This manual is being adapted for the village health workers and volunteers.

2.1.3 TB TA package

HealthPRO has drafted a TB training package for service providers. The package combines clinical skills with IPC skills. The project plans to use the TBLinc ACSM handbook for community mobilization. The manual will be simplified for the use of BHWs and other village volunteers.

2.1.4 Maternal and Child Health

During this period, particularly during the first two months of the quarter, much attention has been put on drafting and revision of Provincial BCC/IPCC plans and the output - a specific theme campaign plan per province was decided on. This output will be validated with the LGUs and additional qualitative data on the target audience will be gathered. Almost all of the provinces with SCPs have chosen as their priority Maternal Health, Child Health or both.

Additionally, we had continued our efforts on revision and design of Message Development on Breastfeeding and Newborn Care. Since the training was first conducted, 6 months ago, there have been updates on Breastfeeding and Newborn care from WHO, which had implications in terms of behavior of the mother and her support, and the health service providers. Thus, it was imperative to integrate these updates to the existing TAs which was provided to two additional LGUs. The active involvement of the STTAs with WHO and DOH catalyzed the immediate translation of the updates to health promotion and action.

In regards to the design of Garantisadong Pambata (GP) Promotion Planning for the LGU (Province), an institutionalized Preschoolers Health Campaign nationwide where package of health services and relevant health information are delivered twice a year to children under six years of age, during the last year an inadequacy in terms of the promotion and communication aspect of the campaign was observed, particularly at the provincial/ municipal level. Promotional activities were more focused on launching activities at the national and limited provincial levels and there were no deliberate plans on how to communicate the supposedly eight (8) child survival interventions. In addition, the DOH-designed IEC materials for mothers and LGUs did not reach all provinces. Most often it was only the public health staff and the BHWs who were mobilized for this campaign. The GP Promotion Planning initiative was intended to bridge that gap, to mobilize other stakeholders and give emphasis on communicating the messages of this year's GP9 theme.

In Negros Oriental we have identified the WHT (a.k.a. Barangay Health Team) as the vehicle to help improve the maternal and child health situation in the province. Last year, a significant amount of effort was dedicated and funds given to municipalities/cities solely for the purpose of organizing and orienting the WHTs.

The team completed a field visit to explore possible TA for the Aetas of Tarlac. This is a follow-up on the long-standing request by the PHO. In the interviews with the PHO/APHO and the NGO, Health for All, Hygiene and MCH were identified as the priority. Consequently, training modules and promotional materials will have to be customized to the Aetas' profile – illiterate/low-literate, semi-nomadic segment. Initial plans for this undertaking were discussed and Damayan, a community-

based organization, will be mobilized and capacitated as health promoters. Additionally, pilot training is planned to be conducted in barangays with high Aeta population, namely: Bueno, Sta Juliana (Pilien, Alum) and Maruglo (Bilad).

In Visayas, HealthPRO has developed an HPC technical product for the MCH program in Capiz: the Garantisadong Pambata educational video. The video documented October 2008 Capiz provincial launch of Garantisadong Pambata (GP) and was edited to become a 20-minuter educational video. Among other things, the educational video featured the outcome of the technical assistance provided by the project on “Strategies for Engaging Media”: improved message of GP streamers and more effective radio guestings to promote GP. It also featured the provincial coordinators (maternal health, child health, family planning, etc.) talking about their program messages.

This educational video was turned over to the Provincial Health Office for their reproduction and dissemination to rural health centers that have playback facility. This is intended for viewing of mothers/caregivers in the RHU waiting area, as if they were witness to the actual provincial GP launch. It is hoped that this will entice mothers/caregivers to avail of the health services cited in the video.

Sample guide in developing a GP Action Plan: Given the very limited time of the GP orientation and action planning workshop (actual averaged about six hours since participants in all provinces came in late and left early to catch the last public transportation schedule), a sample guide was developed to facilitate the participants’ thought process. Among other things, the projects’ health messages were incorporated in the 8-paged sample guide (Annex D) for the participants to consider.

The participants commented that they liked the idea of a sample guide, which actually mimics a job aid. Given the fifteen years of GP implementation, the guide gave them some activities to consider to increase health service provision, such as development of indigenous materials to announce GP activity and schedule to the community, strategic placement of announcement materials, relaying of health message(s) to mothers/caregivers in addition to actual vitamin A, de-worming and immunization services provision, submission of GP monitoring report forms which reflect health promotion and communication activities, etc.

HealthPRO assisted the Unified Engineering and Manpower Services Multi-Purpose Cooperative, a private firm and subgrantee of PRISM, during its celebration of the Family Health Day. The event had for its guests the US Ambassador to the Philippines, H.E. Krisitie Kenny, USAID Philippines Mission Director Jon Lindborg, and USAID OH Chief AyeAye Thwin. The celebration focused on the different health services available at the company clinic and at the community health center. Different booths were set up at the company yard to represent the event areas: Kiddie Feeding Booth, Kiddie Activity Area, Children’s Health Service Area for consultation, immunization and Vitamin A provision, IEC booths providing information on FP, MNCHN, TB, Avian Influenza and HIV/AIDS, DKT’s Pop Shop booth, PhilHealth Info Corner and information counters on the health programs of the province of South Cotabato and the municipality of Polomolok. A total of 448 adult- participants and 197 children availed of the different services at the fair.

2.1.5 Technical support to LGUs in HPC

Other initiatives (specific to health theme and BCC) include the preparation of the BCC strategy papers for the provinces of Albay, Bulacan, Capiz, Compostela Valley, Negros Occidental, Negros Oriental, Pangasinan, Sarangani, South Cotabato, Zamboanga del Sur and ARMM. In addition, BCC Plans for the 10 provinces and ARMM are prepared, as well as a draft for BCC Campaign Plans for Compostela Valley and Sarangani on Family Planning and Maternal Health.

The Visayas field office developed HPC technical products for the TB control program, namely Methodology and script of interactive skit, radio casual plug, and a press release.

In our Interactive skit, we have used a methodology for eliciting community participation during a special health event was developed for the World TB Day in Negros Occidental. This is aimed to educate and entertain the audience. A number of scenes were illustrated, portraying misconceptions

that were identified based on previous HealthPRO and TB Linc surveys and on TB Linc's flyer for health workers.

In order to increase awareness of the disease, a one-page casual plug was drafted and provided to the provincial Health Education and Promotion Officers (HEPO) of Negros Occidental, Aklan, Bohol and Negros Oriental. It included info on the project's TB program indicators, particularly disease transmission through coughing, and DOTS regimen. The HEPOs were encouraged to review this material, incorporate their local data into the plug, and pass this on to their radio station contacts for complimentary airing during the month of March.

In Negros Occidental, the plug was aired a day before the province' World TB Day celebration. It was aired in DYEZ on primetime 2:00-2:30 PM. DYEZ is the Bacolod-based sister-station of DZRH Manila. After reading out the casual plug, the local radio station announcer asked her listeners a couple of questions. The first one who texted the correct answer to each question got a prize, courtesy of the Provincial Health Office.

To further reinforce World TB Day awareness, a press release was provided to the provincial HEPOs of Negros Occidental, Aklan, Bohol and Negros Oriental. It gave information on the project's TB program indicators, again particularly on disease transmission through coughing and DOTS regimen. The HEPOs were encouraged to incorporate their local data into the material, and forward this to their local print media contacts.

The Mindanao regional office provided the Health Specialists the socio-economic profile of the province of Compostela Valley as part of the reference data in the crafting of the BCC campaign for the province.

HealthPRO was the lead CA during the observance of the World TB Day in the municipality of Lantapan, Province of Bukidnon. The purpose was to assist the Provincial Health Office of the Province of Bukidnon and the Municipal Health Office of Lantapan in commemorating World TB Day through mobilization of political and social support for TB control. The annual event also offered an opportunity to raise the level of awareness of the communities of Lantapan on the existing TB program including partnerships between public and private sectors in the fight against TB. A total of 1,077 participants graced the event. The crowd was a colorful mix of the TB Community Support Groups from 14 barangays of Lantapan, representatives of the member companies of the TB Alliance, members of the Food Handlers Association of Lantapan, barangay officials, Sangguniang Kabataan officials and members, Barangay Health Workers, Barangay Nutrition Scholars and residents of nearby barangays. Guests included the Deputy Chief Office of Health USAID, Marichi De Sagun, CHD X Director, Jaime Bernadas, Lantapan Mayor Balansag, and Provincial Health officer of Bukidnon, Teresita Damasco.

A photo gallery showcasing the good/promising practices of Lantapan together with five other municipalities in Bukidnon- Kibawe, Dancagan, Kalilangan, Quezon and Valencia City was mounted inside the gymnasium. Posters on TB information were also displayed on designated corners in the venue and FAQ sheets on TB were also distributed for the crowd to read. The logo of the TB Alliance was also launched, the names in a gigantic tarpaulin of the 14 barangays which have passed resolutions supporting TB program was unfurled on stage as well as the symbolic turnover of a giant check replica worth P100,000 representing LGU's funding support to the local TB program.

HealthPRO assisted TB Linc and the IPHO Sarangani, the LGUs of Alabel and Malapatan in the observance of the World TB Day. The guests included Dr. AyeAye Thwin, Gov. Miguel Dominguez and Sarangani PHO Dr. Antonio Yasana.

The IPHO plans to hold a Family Health Fair in May in observance of the Safe Motherhood month at the provincial gymnasium. The initial plan is to have booths for each of the priority health programs- FP, MNCHN, TB, STI/HIV & AIDS, Malaria and Avian Influenza. Each booth will be managed by one LGU. Other donors, other than USAID, operating in the province will also be invited to participate. Private sectors such as clinics, makers of fortified foods, and members of medical society will be encouraged to join.

2.1.6 HIV/AIDS

During the reporting period, HealthPRO carried out monitoring visits in six LGUs (Pasay, Cebu, Mandaue, Lapu Lapu, Iloilo and Zamboanga Cities) to determine priority health promotion and communication activities.

After the SCP, the Pasay City Health Office and Social Hygiene Clinic requested for technical assistance in qualitative data research to guide program implementation and IEC materials development. To assist the SHC in reaching MARPs, the Pasay City Entertainment Owners and Managers Association (PACEOMA) are to be revitalized. A donors meeting was conducted to discuss ongoing programs and improved collaboration with the stakeholders from both the government and non-government agencies.

While Cebu City has been the site of mature HIV/AIDS prevention programs, HealthPRO has conducted an SCP in this site. Due to its proximity to two other sites, Mandaue and Lapu Lapu, the planned SCP was to cover all three sites and was scheduled for the last month of this quarter. However, after internal meetings and consultations, all of the SCPs were put on hold until an approved BCC plan is in place. Priority health promotion activities include the development of updated IEC materials.

As HealthPRO's thrust is on community mobilization through grassroots organizations, several informal, community-based organization were identified, and they are:

- Tonette Lopez Group - community-based MSM group; informal
- Pure Club – IDU organization; informal
- Forge PE Club – out-of-school youth organized by an NGO, FORGE; formal
- Trained FLSW PE – Barangays Kamagayan and Kalubihan group; informal

Cebu City has “dramaturgo”, a roving street theater group under the auspices of the Cebu City Office for Substance Abuse Prevention (COSAP). This group conducts barangay outreach programs on drug prevention through local drama. HealthPRO can tap this local group to conduct HIV/AIDS education intervention through street plays in the cities of Mandaue, Lapu Lapu and Cebu.

In Mandaue City, courtesy calls were conducted with new City Health Officer, Dr. Edna Seno and SHC Physician, Dr. Debbie Catulong. Both were provided a brief orientation on HealthPRO. Current HIV/AIDS education is limited among RSW, FLSW and MSM since the staff has been in place recently. Priority health promotion activities include development of new IEC materials. The CHO plans to adapt the two (2) audio visual materials which Cebu SHC has developed. This will be utilized for small group sessions or when the female sex workers wait for their turn to be examined during regular STI screening.

Technical assistance is requested for the following activities:

- Formative research (FGD) among MARPs to determine current KAP gaps
- IEC materials/prototype or actual copies for dissemination
- Reorganization of entertainment owners/managers to help in IPC/C

We have provided separate briefings on HealthPRO in Lapu Lapu for Dr. Rodolfo Berame, City Health Officer and Dr. Epifanio Tac-an, Social Hygiene Clinic Physician. While both doctors are key players in HIV/AIDS prevention, the on-going rift creates tension and inability of local programs to progress. Various funding agencies, NGO partners and other stakeholders have proceeded on their own, with minimal to absent collaboration with the CHO/SHC due to this unfortunate discord. Both officials however, reiterated support to HealthPRO and stated their commitment to participate in planned activities.

The plan for the proposed SCP was well received and communication regarding this activity will be coursed to the Office of the Mayor through the City Health Office.

There is no active intervention handled by the Social Hygiene Clinic except for 2 batches of PE training. Space and staff limitations are cited as primary reasons. Technical assistance was provided for the following activities: peer education program to reach MARPs and provision of IEC materials.

Other health promotion activities in this city include:

- Community-based interventions with local groups who are working or affiliated with MARPs
- Workplace initiatives – there are 3 call centers in Lapu Lapu City
- Re-organization of the entertainer establishment owners/managers association

The City Health Office for the Iloilo City requested of HealthPRO to conduct the SCP in June 2009, in time with the results of the 2009 Integrated HIV/AIDS Behavioral Sero-Surveillance System.

Priority BCC interventions planned are:

- Updating of the IEC materials – there are no new IEC materials on HIV/AIDS. Most are recycled from past projects and may not be relevant or interesting for MARPs
- Interventions for FLSW and MSMs – there are no known outreach activities for these hard-to-reach groups
- Interventions among clients/general population

The Strategic Communication Plan (SCP) conducted in June 2008 in Zamboanga City was revisited during this period. A TA Plan was developed to determine priority HPC activities, such as outreach education for MSM, development of prototype material (flipchart) to complement interpersonal communication among MARPs, and training on basic HIV/AIDS and IPC/C for new health service providers. A local MSM group was identified (Rainbow Connection) and is interested in reviving HIV/AIDS prevention activities. A “Gay Congress” is being planned to commemorate AIDS Candlelight Memorial in May 2009. The Social Hygiene Clinic/City Health Office has developed a local material and requested support from HealthPRO to improve it, develop a prototype and pretest. This will be conducted during the next quarter. Since the Training of Trainers on IPC/C was delivered in 2008 by HealthPRO, Global Fund Round 6 program staff will be also contacted to determine how new staff can be trained on basic health promotion for HIV/AIDS.

In regards to the assessment of HIV/AIDS Behavior Change Communication Interventions (2003 to present), HealthPRO has commissioned Ms. Anuradha Bhattacharjee, Development Consultant with expertise in HIV/AIDS, and over 20 years of experience, to conduct an assessment/review of peer and other education interventions. Her consultancy timeframe allowed her to consult with partners from the national and local government, funding agencies, non-governmental organizations, MARP representatives in La Union, Angeles City, Cebu City, Davao City and Zamboanga City. A first draft of her report has been already circulated to USAID/OH staff, HealthPRO and the inter-CA HIV/AIDS TWG meeting. Comments will be forwarded to Ms. Bhattacharjee to be integrated in the final report which will synthesize findings and propose recommendations to improve HIV/AIDS education efforts and is expected to be completed in the next quarter.

In December 2008, Cebu City celebrated World AIDS Day with a concert for the youth and a Ms. Gay pageant. The video documentation of these two events was edited to become an educational video for showing by the Cebu City Social Hygiene Clinic during outreach sessions with their most-at-risk groups.

2.1.7 TB and Other Infectious Diseases

The compilation of Situational Analysis (TB Situation) for the provinces with SCPs, including ARMM, as basis for drafting a TB BCC Plan has been completed. We have also submitted drafts of training modules for TB IPC/C and group mobilization for incorporation in the BCC Plan for TB. For the World TB Day, the concept paper was created which includes proposed activities for this commemoration, and we have assisted selected provinces in preparing for the World TB Day activities. Another concept paper for DOTS Jingle was prepared and was aired during the month of March in commemoration of the World TB Day.

We have submitted refinements for HealthPRO Guide on How to Organize a Health Event and prepared TB Situation of selected provinces for World TB Day to be incorporated with the TB Primer (fact sheet), which was also translated into Bisaya and Tagalog languages.

The Visayas field office supported organizing of World TB Day in Negros Occidental, together with other USAID CAs. The World TB Day celebration in the municipality of Don Salvador Benedicto, Negros Occidental was attended by around 200 community participants. Students from a local high school were tapped to do the presentation. The celebration also served to increase awareness on tuberculosis among two town mayors and a provincial board member who were among those attending the event. Hopefully, this will translate to their increased support for TB control program implementation. The Provincial Health Office prepared a press release of the event, which came out in a local daily newspaper a day after the activity.

Copies of the public service announcement (PSA) “Mag DOTS-DOTS-DOTS” were provided to the provincial HEPOs of Capiz, Negros Occidental, Aklan, Bohol and Negros Oriental, as well as to the regional HEPOs of Central Visayas and Western Visayas. The HEPOs were encouraged to provide the PSA to their radio station contacts, for possible airing during the month of March.

DOH Central Visayas regional office facilitated the airing of the PSA in DYKC during the month of March. It was played during primetime between 8:00-10:00 AM on the radio program entitled Super Daloydoy. DYKC is one of the top five (5) radio stations in Metro Cebu. Its listenership covers the provinces of Cebu, Bohol, and Negros Oriental, among others.

The Provincial Health Office program coordinators for maternal and child health, family planning, and tuberculosis control were interviewed to identify and speak on good practices on health promotion and communication. This will become the basis for a more thorough documentation of HPC practices that may well serve as a model for replication by other provinces, municipalities and cities.

2.2 Component 2: Institutional Development and Capacity Building

During this period, HealthPRO engaged a private institution in health promotion activities of LGUs. The Paglaum Multi-Purpose Cooperative in the province of Misamis Occidental joined the Garantisadong Pambata Promotion and Communication Planning and committed to assist the IPHO of Misamis Occidental in the mobilization of its members for the GP promotion in April.

Also, HealthPRO worked with LGUs on implementing health promotion activities using their own resources. The messages on breastfeeding and immediate newborn care developed by selected BHWs, BNS, RHU and hospital service providers, day care workers and municipal information officers with the assistance of HealthPRO have been disseminated to the various audience using their own resources. Some of these messages will be printed in tarpaulins to be hanged in designated areas the funding of which was provided by the province.

The team helped with project orientation to the new CHD XI Regional Director and with provision of updates for the Compostela Valley province. Dr. Teogenes Baluma was given orientation on HealthPRO and provided updates on the implementation of the SCP of Compostela Valley. MNCHN is Dr. Baluma’s priority project. Capacity building on HPC for the CHD staff was specifically requested. The Information Officer was designated as the point person for any activities of

HealthPRO in the region. As a part of capability building he requested that the staff be made as “understudy” of HealthPRO in any activities in the provinces of Compostela Valley and Davao del Sur.

HealthPRO has, during this period, provided assistance to the IPHO South Cotabato in organizing the Drivers for Health. The members of the different tricycle operators and drivers associations (TODA) in Koronadal City, South Cotabato were organized by the IPHO of South Cotabato in response to an expressed need for appropriate health information and with the aim of developing them as partners in health promotion activities. The drivers, being in a constant contact with the commuters, are seen as one of the best channels of health information dissemination and health campaigns, as a part of the health referral system, and their tricycles will be utilized as “mini IEC mobile” carrying health information and messages/ tips in form of stickers or posters. During the consultation meeting the first set of drivers, 37 of them, mostly officers of the associations, committed to help the PHO as promoters/campaigners for health concerns.

The drivers (who are all males) will be oriented on the 4 priority programs of the province- FP, MNCHN, TB and STI/HIV and AIDS by IPHO, with technical assistance from HealthPRO. Based on the performance indicators of the province and the results of the FGDs conducted by IPHO and HealthPRO in selected municipalities these programs are to be scaled up. Certificates of completion, signed by the Governor and PHO, will be given to the drivers that complete the orientation of all 4 programs. In addition, “Drivers for Health” ID cards will be given entitling them to free PhilHealth membership, free and/or discounted rate for hospital services to family members, and recognition as a part of the health referral system. The drivers age ranges from 25-60 years old with most of them in their 40s. Most have earned secondary education and a few reached college level. One is a graduate of midwifery course with FP training. Some drivers will be provided IPC and Facilitating Skills training and will become a part of the training team in the expansion municipalities- Tantaran, Tampakan and Lake Sebu, areas with low program performance and high population. Currently the drivers hold their sessions in the evening at 6:30 - 8:00 p.m. once every two weeks after they have completed their day’s work.

Our team has conducted preparatory activities for the development of the BCC strategy for the province of Bukidnon with focus on the IP communities. A consultation meeting with the National Commission for the Indigenous People (NCIP) in Bukidnon was conducted to introduce the project and get their thoughts on the planned involvement of the IP communities in health promotion and communication activities of the IPHO. Fifteen tribal leaders, representing the 7 major tribes in Bukidnon, attended the meeting. HealthPRO was assisted by HealthGOV in the facilitation of the event.

Meetings with the Research Institute for Mindanao Culture (RIMCU) of Xavier University in Cagayan de Oro City were conducted to explore the possibility of the Institute conducting a rapid assessment on the health practices of the IPs in Bukidnon and their sources of health information. RIMCU is headed by Dr. Erlinda Burton, a medical anthropologist. Among her several studies on the IPs of Bukidnon is a study on “The Impact of Modern Medical System on the Manobo Ethno Medicine/Manobo Curing System” Currently, RIMCU is doing an outreach program on health in the municipality of San Fernando in Bukidnon with funding assistance from PACAP. Dr. Burton’s recommendation is to conduct the rapid assessment in three tribal communities which are populous-Higaonon, Manobo and Matigsalog.

The Mindanao team assisted the BCC Advisor, M & E Advisor, and the Health Specialists of FP and MNCHN in the conduct of validation meetings with the provincial health officers and the HPC Mentoring Teams of Compostela Valley and Sarangani and in the conduct of focus group discussions with some of the target audiences for the BCC campaign in these two provinces. The FGDs were conducted in two municipalities in each of the provinces. In Sarangani the participants were non IPs considering data on the IPs were gathered last year for the preparation of the storybooks. In Compostela Valley the participants come from the municipalities which are not involved in the Family Health Book.

2.2.1 Family Planning

In terms of module development and training, we have reviewed and developed a training manual on Interpersonal Communication (IPC/C) for Family Planning / Reproductive Health based on the 2008 version of the Family Planning Competency-Based Training program of DOH, and prepared Power Point presentation slides for the IPC/C for FP/RH training, as well as the training design for the 3-day training on IPC/C for FP/RH. Additionally, we have reviewed, analyzed and compiled existing training materials on FP/RH in terms of content and usefulness to the HealthPRO project and prepared implementation workplan for the IPC/C trainings on FP/RH.

For the IPC, the team has reviewed and provided inputs to the project proposals of Gerry Roxas Foundation and Probe Media Foundation. Also, prepared a summary of the Technical Assistance (TA) needs of provinces on Family Planning / Reproductive Health based on the SCPs.

2.2.2 Maternal and Child Health

The Workshop for Message Development on Breastfeeding and Newborn Care in the provinces of Zamboanga del Sur and South Cotabato was conducted during this quarter. A total of 73 participants were in attendance from various health offices.

The outcome was a list of messages for mothers in the community/RHU and hospitals and for Health staff (hospital and RHU), IPCC plans [Individual – ZDS; By audience (8) – South Cotabato]. The workshop created commitment among health service providers to promote breastfeeding and immediate newborn care and update (modify) their current practices related to the said interventions.

In terms of training of Bulacan HEPOs on Message Development for Maternal and Child Health – we have worked with participating municipalities of Bulacan and developed municipal communication plans for the months of January through May, covering the Women's Health Month and April GP round. The plans include activities at the community level like counseling, community mobilization and other health promotional activities of HEPO designates. There are corresponding numbers for each activity in the plan.

We have also conducted GP Promotion Planning in a number of LGUs [ARMM – Region and 5 provinces; LUZON - Albay, Bulacan, Pangasinan; VISAYAS – Negros Occidental, Negros Oriental, Capiz, Bohol, Aklan; MINDANAO - ZDS, Compostela Valley, South Cotabato, Misamis Occidental, Bukidnon, Zamboanga del Norte].

One major output after this event has been a GP Promotional Plan for April 09, in addition to messages on the 9 Child Survival interventions for the primary target audience in three local languages/dialects (Cebuano, Ilonggo and Tagalog). Also, provincial GP Promotion Plans were completed by ILHZ, focused-municipalities, municipality with estimated “reach” and we were able to conduct the tracking actual reach of the plan.

A follow-up meeting and coaching to the workshop on Message Development on Breastfeeding and Immediate Newborn Care was provided to the HPC Mentoring Team of Compostela Valley to assist them in the selection of priority messages and in development of materials.

HealthPRO also provided technical updates on Breastfeeding and Immediate Newborn Care in the Province of Zamboanga Sur with a total of 28 participants, FP and MNCHN coordinators of the province, BHW federation presidents, service providers from selected municipalities, and representatives from the Provincial Information Office. The same activity was also conducted in the province of South Cotabato with a total of 43 participants.

We have provided assistance to the Province of Davao del Sur in the crafting of their Provincial Investment Plan for Health (PIPH), as the HealthPRO joined HealthGOV in supporting the IPHO of Davao del Sur in the development of their PIPH for the Joint Appraisal Committee (JAC) review in March 2009.

Garantisadong Pambata (GP) Promotion and Communication Planning one and a half days activity aimed at contributing to the improvement of GP performance by motivating mothers and caregivers to avail of GP services was organized during the GP 09 in April through: reaching mothers and caregivers with GP information using all possible contact points, engaging and mobilizing support groups, champions and influentials to encourage and support mothers/caregivers to avail of GP services, and orienting RHU staff on the GP 09 interventions so that they can communicate the correct messages. The performance of the province in the last GP in October was made as the basis in the selection of priority messages and the target municipalities. The GP Promotion and Communication Planning was held in the following provinces: Zamboanga, Misamis Occidental, Bukidnon, Compostella Valley, South Cotabato. The participants were health service providers, federation presidents of BHWs, and GP provincial and regional coordinators.

Outcomes were a list of messages for mothers in the community, RHUs, hospitals, a list of messages for service providers, IPCC and promotion plans, and an introduction of HPC Journal to track reach and behavior change, as well as the statements of commitment among HSPs to promote breastfeeding and immediate newborn care.

In addition, we have worked on development of storybooks for the IPs in Sarangani, which were done during the message development on FP and MNCH will be enhanced/ revised by a local writer and provided illustration and artwork. Identification and selection of possible writer and artist to do the work was started during this quarter.

MNCHN practices of the IPs in Tampakan and Lake Sebu were observed and both Tampakan and Lake Sebu have poor performance in MCHN, hence, they are the priority municipalities of the CAs in South Cotabato. A field observation was conducted by the PC and the MNCH Health Specialist to assess their health practices and sources of health information.

2.2.3 TB and Other Infectious Diseases

During this quarter we have worked on Syndication/ Development of TB Messages for HEPOs and Program Managers for ARMM (in collaboration with Shield, TB Linc). The team has oriented Community Volunteers/ TB Support groups on their roles in the TB Control Program and on basic TB facts, myths and misconceptions (Sta. Juliana in Capas, Tarlac and 8 RHUs in Maguindanao.)

2.2.4 HIV/AIDS

HealthPRO provided TA for the Comprehensive Training Course on HIV Prevention, Treatment, Care and Support for People Who Inject Drugs in the Philippines.

The Department of Health National AIDS/STD Prevention and Control Program, in collaboration with the World Health Organization and the Global Fund/Tropical Disease Foundation, organized a 3-day workshop for program partners from Cebu, Gen. Santos, and Zamboanga cities. HealthPRO facilitated a session on the “Sociology of Substance Use in the Philippines” including evolution of interventions among IDUs. This workshop was attended by over 30 participants from donor agencies, national and local government agencies and private sector including IDUs themselves. (Cebu City, March 3-5, 2009)

Local Capacity Building on Qualitative Data Research for Health Educators in Pasay City: One of the priority health promotion activities, to improve the skills of health educators from government and non-government organizations on data gathering, especially via focus group discussion, was a focus of the 3-day training workshop that gathered about 20 participants trained on conducting FGDs, including field experience, in order to obtain in-depth information on concepts, perceptions and ideas of a group which will be used for effective communication interventions and message development. (Makati City, Feb 24-26, 2009).

The Visayas field office provided technical assistance for the Garantisadong Pambata (Preschoolers’ Health Campaign) in Negros Occidental, Aklan, Bohol and Negros Oriental, and Women’s Health Team in Negros Oriental.

Garantisadong Pambata in Negros Occidental and Aklan: All municipalities/cities were invited to participate in one-day GP orientation and planning workshop. GP Coordinators from invited municipalities/cities of Negros Occidental and Aklan attended the activity. There were also participants from the Provincial Health Office and the Provincial Nutrition Committee, notably from the Provincial Agriculturist Office, Provincial Social Welfare Office and Department of Education.

The modules consisted of GP9 thrusts; technical updates on micronutrient supplementation, newborn screening, and oral health; analysis of 2008 GP accomplishment per municipality/city; GP promotion activities; and GP action planning. Resource persons came from HealthPRO Visayas, A2Z Project and DOH Western Visayas.

At least three LGUs planned for a GP launching in their respective areas. The participants reacted positively to the DOH idea of awarding a national GP Champ. The DOH-VI regional GP Coordinator, who was a principal resource person during the workshop series, announced plans to have a municipal/city GP champ per province, and a provincial GP champ in the region.

Garantisadong Pambata in Bohol and Negros Oriental: DOH Central Visayas conducted an initial round of GP orientation, which tackled GP9 thrusts and technical updates on Newborn Screening and Infant and Young Child Feeding. HealthPRO, together with A2Z and DOH-VII Health Education and a Promotion Officer, conducted a one-day follow-on session which covered the following topics: analysis of 2008 GP accomplishment per LGU, technical update on micronutrient supplementation, GP promotion activities, and GP planning workshop.

All municipalities/cities were invited to participate in the follow-on data analysis and planning workshop. GP Coordinators from thirty-seven (37) municipalities/cities of Bohol and seventeen (17) municipalities of Negros Oriental attended the activity. There were also participants from the Provincial Health Office and the Provincial Nutrition Committee, notably from the Provincial Agriculturist Office, Provincial Social Welfare Office, Department of Education, World Vision and Feed the Children.

While the Negros Occidental and Aklan GP orientation rounds did not provide sufficient time to probe into the reasons for low/high GP accomplishment, the Bohol and Negros Oriental participants were able to enumerate these. Among others, the municipal/city GP Coordinators mentioned the following:

- There is limited transportation (habal-habal motorcycle) going to/from the health facility so the Rural Health Midwife, as well as the mothers, find it difficult to provide / avail of health services (Carlos P. Garcia-Bohol)
- The Rural Health Midwife has a gasoline allowance of only one liter per month, or its cash equivalent transportation cost. This constraint prevent her from reaching mothers who do not go to the health facility (Carlos P. Garcia-Bohol)
- High Midwife to barangay ratio, such that one Rural Health Midwife covers around five barangays (Carlos P. Garcia-Bohol)
- There are a lot of island barangays and mountain barangays, which are very hard to reach (Talibon-Bohol and Getafe-Bohol)
- Sitios / puroks are far apart and are difficult for health workers to cover (DOH Provincial Health Team Leader-Bohol)
- High coverage in some barangays may be due to giving of vitamin A even to children who are already overage and not part of the municipality's target group anymore. This gives all the more reason to validate reported high accomplishments. (DOH Provincial Health Team Leader-Bohol)

- Mothers living near the health facility are not aware of Garantisadong Pambata. This is a health promotion gap. (DOH Provincial Health Team Leader-Bohol)
- Rural Health Midwives are already overworked and tired and not inspired to reach their targets. (DOH Provincial Health Team Leader-Bohol)
- Rural Health Midwives are not motivated because they have no travel allowance, (Provincial Health Education and Promotion Officer-Bohol)
- A lot of mothers, who are counted as residents in the municipality, actually work in Cebu and just go home to their municipality for two to four weeks when they give birth. The children of these mothers are also counted as residents in the municipality although they are brought to Cebu by their working mothers. (Lila-Bohol)
- Pregnant mothers go home to their municipality just to give birth. Thus, they are not provided prenatal and postnatal care in this municipality. These mothers leave their infants with the grandparents, and so there is a chance to administer vitamin A. (Bien Unido-Bohol)
- Most children come from Mindanao and spend their summer vacation with relatives in Bohol. During April GP, these children are given vitamin A and so coverage is high. However during the October round, GP reach is lower because these children are back in Mindanao. (Dimiao-Bohol)
- There is a large number of incoming transient residents in April because it is the time of harvest and GP reach appears higher during this time period. Consequently, the towns bordering this municipality report lower GP accomplishment during this time. (Dagohoy-Bohol)
- During the start of the summer vacation months, children are brought by their parents to live on board fishing vessels so that they could help. That is why in the past, vitamin A provision was low. By April, the children are already out at sea. Recently, health workers started to give vitamin A earlier than the set GP dates in order to catch the children before they go to sea for the summer months' fishing voyage. (Getafe-Bohol)
- A lot of incoming transient residents that are fishing families from Leyte, bring their fishing boats. Pregnant mothers from Leyte give birth in this municipality because they think that it is more economical. However, they are not provided prenatal and postnatal care in this municipality. FIC accomplishment and vitamin A reach are low because the fishing families go back to Leyte after a while. (Guidulman-Bohol)
- The town fiesta coincides with the April GP round. Mothers bring their children along when they go home for the town festivities, and so the children are provided with vitamin A during the April round, but not again during the October round. (Candijay-Bohol)
- Due to the ongoing armed conflict in this municipality, the same issues persist. In addition, there are only two Rural Health Midwives. (Guindulman-Negros Oriental)
- Some of the hard to reach barangays also have peace and order problem. (Valencia-Negros Oriental)
- The Rural Health Midwife was on leave and so her assigned BHWs were not able to submit their reports to her, even though the barangay volunteers provided GP services to their targets. (Vallehermoso-Negros Oriental)
- The target population is too high compared to the actual population. The health workers worked on updating their masterlist and conducted door to door GP service provision, but despite these efforts, GP accomplishment was still low. (Tanjay-Negros Oriental)

- Children registered as residents in this municipality actually availed of GP services from adjacent municipalities, and so they were reported as accomplishment by these adjoining LGUs. (Manjuyod-Negros Oriental)
- There are a lot of private facilities, private doctors, and subdivisions in this urban area. There are child health packages such as 3 in 1, or 5 in 1, which members of the local Philippine Pediatric Society promote to their clients. As a result, households do not avail of GP services in the public health facilities. (Dumaguete City and Sibulan-Negros Oriental)
- The door to door strategy works for this municipality. BHWs went around their assigned areas. (Mabinay-Negros Oriental)
- BHWs are diligent in updating masterlist and so target households are closely followed up. (Danao-Bohol)
- There is good coordination of health workers with barangay officials. (World Vision-Bohol)

During the Bohol workshop, the representative from World Vision articulated that she will coordinate with the mayors of their LGUs and encourage them to give the priority and support to the GP campaign. World Vision will also provide support for the reproduction of GP IEC materials for their areas.

The GP Coordinators from all four Visayas provinces indicated that this is the first time that they participated in a GP action planning session. They were motivated to do their action plan since DOH will conduct a search for GP Champ

Women's Health Team: As identified during the Strategic Communication Planning (SCP), one of the technical assistance requested by Negros Oriental is in the area of strengthening the Women's Health Team (WHT). These teams have earlier been organized and oriented under the direction and funding of the Provincial Health Office (PHO).

A consultative meeting was conducted with members of the Health Promotion and Communication (HPC) mentoring team to discuss the findings of the field visit conducted in the last quarter of 2008 by the Provincial Health Office' MCH Coordinator and HealthPRO. Through HealthPRO's facilitation, the mentoring team came up with an enhanced list of WHT roles/responsibilities.

A follow-up meeting with the members of the HPC mentoring team was conducted to discuss and finalize the enhanced Women's Health Team (WHT) orientation module. It should be noted that a number of HealthPRO indicators can be directly addressed by the active participation of WHT members.

SCP on HIV & AIDS Review and TA Planning – Zamboanga City: The SCP on HIV & AIDS developed last year was revisited to determine the priority activities for 2009. A total of 11 participants composed of the staff of the Social Hygiene clinic, representatives from CHD XI, the academia as well as the media sectors attended the review and planning. Priority activities identified for 2009 are: development of job aid such as the flip chart, training on Basic HIV & AIDS and IPC/C, conduct of outreach education for MSM and the conduct of Gay Congress in May this year as part of the activities to commemorate the AIDS Candlelight Memorial.

Preparatory meetings/orientation on the conduct of SCP was organized with IPHO Bukidnon to discuss the revision of the activities during SCP. Bukidnon was supposed to have their SCP in November but was put on hold pending the revisions of the process and forms to be used in the SCP. Also discussed was the set of data needed during the SCP workshop.

The City Health Office of General Santos City was given an orientation on the conduct of SCP including the data required during the activity. General Santos City is the only site in Mindanao which has no SCP on HIV & AIDS.

An orientation on the SCP was conducted to the program coordinators, HEPOs, and information officer of CHD XI, as requested by Regional Director Baluma. The purpose was to let the participants go through the process of SCP for better appreciation as well as aid them in the provision of TA to the provinces.

2.2.5 Engagement with DOH: NCHP, NCDPC

We have participated in the Garantisadong Pambata Visayas workshop organized by DOH-National Center for Disease Prevention and Control (NCDPC) and discussed with Provincial GP Coordinators the GP orientation and planning workshop schedule and methodology. We have also conducted a meeting with DOH-National Center for Health Promotion (NCHP) National GP Coordinator on the materials for the series of provincial orientation and participated in DOH-NCHP workshop on the development of messages for maternal and child health.

Additionally, in Visayas, we have conducted discussion-meeting with the mass communication department of academic institutions in Negros Occidental, Negros Oriental and Bohol to identify possible support that these institutions could provide to their respective Provincial Health Offices, including a list of potential resource persons.

2.3 Component 3: Technical Cooperation on HealthPro with CAs and Program Partners

HealthPRO attended the Stakeholders Meeting of the MATCH Program of International Aid. The purpose of the meeting was to present the findings of the midterm evaluation and to hold a key action planning workshop. The MATCH Program (Maximizing Access to Child Health) is a USAID-supported Child Survival Program initiative of International Aid (IA) in partnership with the Provincial Health Office and three municipalities of the first district of Sarangani- Maasim, Kiamba and Maitum. Principal strategies of the project include building the capacity of the provincial and municipal health offices through training of service providers and supervisors in Community Case Management of common illnesses and empowerment of household caretakers of children under-5 through home visits and health promotion of Care Group Leaders (CGL). The CGL has been identified by IPHO Sarangani as one of the community groups to be mobilized for HealthPRO's activities, in addition to the BHWs.

Among the recommendations of the evaluation team were to develop protocols and guidelines in the conduct of IPC and counseling and to develop IP specific BCC strategy. IPHO Sarangani suggested the training of CGLs on IPC and counseling by HealthPRO and the use of the story books currently being developed by HealthPRO in the IP communities.

The action planning workshop was designed to assist MATCH project plan its sustainability program. During the action planning workshop, HealthPRO was assigned to assist the group that tackled the IR1 (Immediate Results) – Increased knowledge of mothers, improved attitude and acceptance of healthy and/or care seeking behavior of mothers and caretakers of children than five years of age. The inclusion of the CGLs in the Women's Health Team is being developed at the present, in the three project sites as per group's major recommendation to achieve this IR.

HealthPRO attended five Mindanao inter-CA meetings conducted to tackle various issues and concerns, such as designing annual technical assistance plans for the 11 provinces and 3 cities in non ARMM Mindanao, planning and tasking for the US Ambassador Kenny's visit to Polomolok, South Cotabato including meeting with public and private partners, and meeting with the Midterm Assessment Team of the USAID's SO3 –Program level

Mindanao AM was part of the HealthPRO team interviewed by the midterm assessment team. The discussions focused on the achievements of SO3 program and, if it continues to make sense, the effectiveness and efficiency of the program, and the extent to which the program has succeeded and the status of collaboration with other donors.

HealthPRO and HealthGOV were tasked to arrange the field visit of the Evaluation Team to Zamboanga Norte. The CAs operating in Zamboanga Norte were assessed on their engagements with key stakeholders, degree of efficiency achieved through the integrated health portfolio design and the ways by which the performance in the implementation of the projects can be improved.

Some of the conclusions were that IPHO still needs to know about the roles and activities of HealthPRO. SCP has not been conducted yet in this province. At the time of the visit, initial activities for GP promotion were not yet underway and the CAs including HealthPRO have to come up with concrete plans for the GIDA.

2.3.1 Family Planning

Collaboration with other CAs - Tools developed: Conduct of GP Promotion Planning was done in collaboration with A2Z who served as resource persons to the one-day session. In the course of the conduct of workshops, A2Z's technical inputs were further simplified to be understood even by participants with no health training/background. The presentation was also enriched by experiences learned from the participants during the sessions.

Collaboration with other CAs - TA provided: The Navigator Kit was reviewed and the suggestions on the content, presentation and implications to Navigator training given.

Attendance in meetings of FHB TWG and MNCHN TWG: We have participated in Visayas inter-CA meetings with HealthGOV, TB Linc, and A2Z to plan special health events, as well as to discuss and resolve program concerns in the field.

2.3.2 HIV/AIDS

HealthPRO participated in four (4) TWG meetings during this quarter. The last meeting focused on the BCC assessment where critical issues were discussed including plans for an operational research to determine the most effective intervention for behavior change among MARPs.

We have also facilitated one (1) TWG meeting this quarter in collaboration with TB Linc to develop a consolidated plan of action for World TB Day 2009. Participants from various CAs were assigned specific sites and served as lead coordinator.

HealthPRO participated in the SHIELD-led TWG meeting to discuss common BCC activities in ARMM such as joint training for health workers and an inter CA plan for technical assistance.

Media Exposure: During this period HealthPRO has mobilized free air time to inform the public about World TB Day in the following channels:

- DZRH-AM: Kalikasan, Kaunlaran! A primetime talk show that featured radio plugs for WTD last March 11 and March 18, 2009, and
- GMA 24 Oras: the highest rated news program on primetime TV featured a full segment with the Secretary of Health, Francisco Duque as resource person last March 24, 2009.

Collaboration with HPDP for the Health Policy Strategic Training: HealthPRO participated in a 2-day training workshop organized by HPDP aimed to design an appropriate course/curriculum that will enable future participants to adopt a common language, develop core competencies and a referral system on health policy. The HPST was anchored on the DOH F1 framework where TA providers can level off on "health reform" through a basic skill set.

USAID SO3 Assessment and Mid-Project Evaluation: HealthPRO also participated in the USAID-organized assessment of the Strategic Objective 3 (SO3) focusing on the mission's health promotion and communication initiatives. This activity was aligned with an important review, the Office of Health's Mid-Project Evaluation for different programs implemented by various CAs. The external evaluation team reviewed the BCC component in collaboration with other CAs.

2.3.3 TB and Other Infectious Diseases

In cooperation with TB Linc and NCHP, the project has contributed to the proposed TB Flipchart and TB Deskchart for Health Workers through review and inputs.

Together with other CAs and PHilCAT, we have planned meetings for World TB Day Celebration and have synchronized TA activities for ARMM together with Shield and TB Linc.

We have also contributed inputs to FY09 OP indicators, and

Prepared talking points and TB Messages for Radio commentators (Mel Tiangco and DZRH) for World TB Day Commemoration.

2.4 Major Implementation Issues/Challenges

In Component 1, in respect to the heightened awareness of some LGUs about the plight of the GIDA population groups, development of more specific BCC TA packages should be beneficial. Creative and participatory approaches may need to characterize the TAs.

For Component 2, it cannot be assumed that health staff in the RHUs and the hospitals possess up-to-date knowledge and skills on the basics of MNCHN. Technical developments are rapid specifically in MNCHN since this is the global and host country's priority. These technical updates also change the perspective on how the interventions would have to be introduced and presented in its marketing, e.g. breastfeeding is a natural but learned behavior and should start immediately after birth. Additionally, there is a need to popularize certain guidelines, e.g. AO on use of Zinc, Vitamin A supplementation. Therefore, it is imperative to provide technical updates prior to any TA on promotion and communication.

Furthermore, the GP workshops confirmed the weakness of the promotional aspect of the GP campaign at the LGU level. Inasmuch that the campaign bears messages on the behaviors HealthPRO has committed to promote, there is a need to continue providing this TA to the LGU for the second round this year. This is also an opportunity for HealthPRO to demonstrate how a campaign should be monitored and evaluated, particularly its promotional aspect. NCHP needs to be aware of the promotion situation of GP and find ways to better support the promotional aspect. The GP promotion from May to October this year could be dovetailed with the other DOH events like Safe Motherhood Week and Breastfeeding Week and packaged as a comprehensive MNCHN campaign.

For the Component 3, there are many service delivery issues which affect demand for such services such as: inadequate human resources, supplies, infrastructure, and capability of the health staff. It is possible to impact this through pacing of the promotional aspect and it should be seriously considered. HealthGov's advocacy program if implemented can help address many of the issues.

MNCHN TWG most often addresses the national level and it may also be a venue to programmatically discuss and address concerns in the inter-CA field operations.

GIDA & IP Communities: BCC TA packages for population in GIDA areas and IP communities should be given special attention by management and the BCC team. The initiatives in Mindanao specifically in Sarangani and Bukidnon have to be given a closer look and get NCHP to be involved. The PHOs in areas populated by IPs have long been aware of the problem of getting this segment to avail of proper health services but have not provided long term interventions for lack of guidance, resources and probably national/provincial policies. During program reviews, behavior change communication is easily pointed out as a strategy to use in getting these communities to avail of the services. However, the health service providers still face many unknowns on how to go about it. Currently, the USAID Mission in Manila is taking a big interest in both GIDA areas and IP communities. During the PIRs conducted in November HealthPRO is expected to lead the rest of the CAs in coming up with strategies to help increase health outcomes in these areas.

Conduct of Health Events: Since last year the regional office has been tasked to lead/mount and/ or support a health event at the provincial and municipal level almost every quarter. The event can either be in support of a national event or a USAID/CAs initiated. So much of our time, efforts and resources are poured into these activities. Hence, there is a need to do the following: 1). finalize the TA package on the conduct of health event, 2) roll it out to the Provincial HPC Mentoring Teams and DOH Reps, 3) make the conduct of the event itself as their practicum, 4) conduct critiquing/processing after each event, 5) task the HPC Mentoring Team to orient and coach the MHOs, and 6) involve the other CAs as part of their learning activity too. Hopefully the second event onwards in an LGU will have less involvement from HealthPRO including financial and material resources.

Sharing of experiences and lessons learned: The project should use the general staff meetings as venue for sharing experiences and learning in the implementation of activities. Meetings should be used to discuss issues in implementations, beyond scheduling people and activities. HealthGOV conducts regular cross trainings for staff. HealthPRO should either develop one or use the general staff meeting as the venue. This will also check uniformity in the implementation and/or interpretation of a training/workshop material.

GP Promotion and Communication Planning: The activity has been labeled as such to avoid duplicating the GP orientation being conducted by the CHD. The best time to conduct the activity is after the CHD's conduct of the orientation. This should be done with A2Z who will provide the technical inputs/updates. Based on the feedbacks from PHOs the CHD's activities vary – some provide the technical basis for the 9 GP interventions, others just provide forms for monitoring. Some provinces have been given conflicting information on Vitamin A and Zinc that need to be corrected.

The conduct of this activity should last for one and a half days and include discussion of their GP 8 performance in October and the messages and channels. The information on their past GP performance helps in determining their priority municipalities. The discussion of the messages and the channels used in the dissemination provides guidance on which messages/channels to improve, correct or need technical inputs. One important thing that should be impressed to the health workers and volunteers is the fact that the promotion of these interventions should not only be in April and October but throughout the year. Hence, this activity should be followed by the introduction of the BCC campaign.

Activity for non-SCP sites: In Mindanao 3 provinces without SCP were provided technical assistance on GP Promotion and Communication Planning: Misamis Occidental (F1), Zamboanga Norte (roll out), and Bukidnon (others). While the Mindanao team will be monitoring the dissemination of GP messages, the IPHO is expecting the next activity. There is now the question if the conduct of the preparatory activities for the BCC campaign can be done after the GP week in April. If this can be done, will SCP still be conducted?

Priority provinces based on PIR results: There are provinces which were identified as priority during the PIR which have neither SCPs nor GP Promotion and Communication Plans. USAID OH has been asking for updates on the activities being done post PIR. Management should provide guidance on how the regional office should proceed.

Engagement of LRAs and national partners: The engagement of the local LRAs and the national partners needs to start during the third quarter (April-June) to respond to the needs of the LGUs.

Coordination with other CAs: There is a need to meet with other CAs specifically to discuss the following:

1. TB Linc: the 6-month social mobilization program with NGOs assisting the LGUs ended in March; the community groups organized by NGOs can be utilized by HealthPRO not only to continue to support the TB program but for other programs as well. We can also assess their NGO partners or seek the recommendation of TB LINC when engaging them.

2. International Aid: the MATCH Project is ending, the Care Group Leaders organized by the project can be utilized by HealthPRO in Sarangani; the project can start working with IA in capacitating these volunteer groups.
3. PRISM: their network of private institutions can be tapped to do health promotions not only to their employees but also to the communities where they are operating as part of their CSR.
4. HealthGOV: to discuss ways by which HealthPRO can actively be involved in the development of the provinces' AOP. Based on the observations of OH the AOPs presented last March contained few CAs' activities or none at all. The suggestion was for the CAs to provide the assistance up to the reviews at the CHD level.

3 ACTIVITIES THIS QUARTER

SUMMARY OF TECHNICAL MEETINGS HELD DURING THE QUARTER

Name/Institution	Purpose	HealthPRO Staff
HPDP	Discussion of the Family Health Book (FHB) baseline data and Navigators Guide for FHB	FP Specialist, MCH Specialist
DOH-NCDPC	Discussion of the status of fund release to the LGUs of the P 150 Million Grant Facility for FP – MNCHN and the activities that can be funded out of the funds	FP Specialist
DOH-NCDPC	Presentation of the P 2-Billion Grant Facility for FP – MNCHN, its implementation framework, performance-based management of the FP program, and provincial allocation of the FP-MNCHN funds	FP Specialist
HPDP	Discussion for the complementation of BCC efforts of FHB and HealthPRO in the FHB sites in Compostela Valley	FP Specialist, MCH Specialist
HealthGOV	Discussion on the updates on FP-Competency-Based Training Course and High Volume FP performance on BTL and NSV	FP Specialist
TBLinc and other CAs	Planning activities for World TB Day celebrations in selected LGUs	Jeanne Valderrama
TBLinc and NCHP	Development/ review/ revisions for TB Flipchart and deskchart	Jeanne Valderrama
TBLinc	BCC TWG lead by HealthPRO	Attended by other CAs
SO3 evaluation, USAID	Planning for Health Fair to be held in Mall of Asia	Jeanne Valderrama
	To participate in the USAID OH SO3 assessment	Nap Juanillo, Carmina Aquino
CTO Meeting, HealthPRO	To update CTO on HealthPRO activities and discuss future directions	All HealthPRO Technical Staff
HIV TWG Meeting, HealthGOV	To discuss 10 point priority TA activities in HIV	Carmina Aquino
ARMM BCC TWG Meeting, SHIELD/Manila	To discuss inter CA BCC activities, ARMM SCP	Carmina Aquino, Amin Abubakar
HIV TWG Meeting, HealthPRO	To discuss 10 point priority TA activities in HIV	Carmina Aquino
National Center for Health Promotion/DOH-HealthPRO Meeting	To review program activities and provision of TA	Nap Juanillo, Carmina Aquino, Phoebe Maata, Jeanne Valderrama
USAID Midterm Evaluation, USAID	To participate in USAID evaluation of current program	Nap Juanillo, Carmina Aquino
CTO Meeting, HealthPRO	To update CTO on project activities and directions	Nap Juanillo, Carmina Aquino
HIV TWG Meeting, HealthGOV	To discuss BCC assessment for HIV interventions	Carmina Aquino
CTO Meeting, HealthPRO	To update CTO on project activities and directions	Nap Juanillo, Carmina Aquino, Cecile Manuel, Agnes Sugang, Nitz Bonsubre
USAID Briefing for BCC Evaluation for HIV/AIDS, USAID	To discuss preliminary activities for the BCC evaluation	Carmina Aquino
BCC TWG Meeting, HealthPRO	To discuss technical directions and plans for the World TB Day 2009	HealthPRO Technical Staff
CTO Meeting, HealthPRO	To update CTO on project activities and directions	Nap Juanillo, Carmina Aquino
CTO Meeting, HealthPRO	To update CTO on project activities and directions	Carmina Aquino, Monique Tabora, Randy Solis, Rhona Montebon, Phoebe Maata, Lydio Espanol, Jeanne

USAID Debriefing for BCC Evaluation for HIV/AIDS	To present preliminary results on the assessment	Valderrama Carmina Aquino
USAID NCHP-HealthPRO Meeting	To discuss updates on AO 58 and NCHP Strategic Planning	Nap Juanillo, Carmina Aquino, Phoebe Maata
CTO Meeting, HealthPRO	To update CTO on project activities and directions	Nap Juanillo, Carmina Aquino
HIV TWG Meeting, HealthGOV	To discuss BCC assessment findings and plans for Operations Research	Carmina Aquino
Inter CA Meeting	Update partner CAs re LGU level TA activities and synchronize activities; discuss and present to Bulacan PHO, USAID TA handle	Cecile Manuel, Rose Ann Gaffud
USAID	Updating of CA activities in project sites and next steps re TA per LGU	Cecilia Manuel, Rose ann Gaffud
DOH NCHP	Participate in the group interview during the USAID Project Mid-term Evaluation	Cecile Manuel
	Participate in the DOH-NCHP planning workshop	Cecile Manuel, Anita Bonsubre, Agnes Sugang
HealthPRO Technical Committee review Meeting	Conduct (internal) group review of project proposals from Gerry Roxas Foundation and PROBE Foundation.	Nap Juanillo Cecile Manuel, Anita Bonsubre, Agnes Sugang, Aminin Abubakar, Rhona Montebon, Nap Juanillo
HealthPRO “Synchronization” Workshop	Participate in the review and revisions of SGP proposals with GRF, PROBE and Ateneo.	Cecile Manuel, Anita Bonsubre, Agnes Sugang, Aminin Abubakar, Rhona Montebon, Nap Juanillo
USAID- Office of Health	To participate in the SO3 Midterm Assessment - Program	COP, DCOP & AM Bonsubre
CHD XI	To conduct project orientation to new Regional Director and project TA to CHD	Anita Bonsubre
IPHO Compostela Valley	To provide coaching and mentoring on finalization of messages on breastfeeding & newborn care	Estrella Jolito
Mindanao InterCA	To discuss the interCA provincial technical assistance plan	Anita Bonsubre Estrella Jolito Lucille Dagpin
HealthPRO	To discuss revisions of the SCP worksheets	Area Managers
HealthPRO.	To review the proposals of Gerry Roxas Fdn & PROBE Fdn	Area Managers
HealthPRO	To synchronize the activities and strategies of the national NGOs supporting the project	COP Area Managers FAO
USAID-Office of Health	To participate in the midterm assessment of current projects	HS Phoebe Maata Anita Bonsubre
Mahintana Foundation	To assist the foundation in the revision of its proposal	Anita Bonsubre Estrella Jolito
Xavier University- Research Institute for Mindanao Culture	To discuss the attitudes of IPs towards the health services/system	Anita Bonsubre
NCHP	To discuss the core messages of the different health programs	Area Managers of Luzon, Visayas & Mindanao
NCIP- National Center for the Indigenous People- Bukidnon	To be familiar with the protocol in the conduct of activities with IPs	Lucille Dagpin
IPHO Bukidnon	To discuss the SCP process and the data required	Lucille Dagpin
CHO General Santos	To discuss the SCP on HIV & AIDS process and the required data	Estrella Jolito
IPHO Sarangani	To finalize the story boards on FP & MNCH for IPs	Estrella Jolito
IPHO Bukidnon & MHO Lantapan, Quezon, Kibawe, Kalilangan & CHO Valencia	To discuss World TB Day activities	Anita Bonsubre Lucille Dagpin
IPHO Zamboanga Sur	To discuss the steps in conducting a health event	Anita Bonsubre Lucille Dagpin
CHD X	To discuss the technical assistance to CHD X to capacitate DOH Reps and select PHO technical staff for the institutionalization of health investment planning in the LGUs	Anita Bonsubre
USAID-OH	To present status of activities in the 11 provinces for	Anita Bonsubre

	the first quarter of 2009 and the plans for the next quarter	
International Aid	To participate in the presentation of the results of the midterm assessment of MATCH project and in the sustainability planning	Anita Bonsubre
IPHO Misamis Occidental	To conduct GP Promotion & Communication Planning	Phoebe Maata Anita Bonsubre Lucille Dagpin
IPHO South Cotabato	To conduct orientation on TB & MNCHN to the Drivers for Health	Estrella Jolito
IPHO Compostela Valley	To conduct GP Promotion & Communication Planning	Anita Bonsubre
IPHO Bukidnon	To conduct GP Promotion and Communication Planning	Anita Bonsubre Lucille Dagpin
IPHO South Cotabato	To provide technical updates on breastfeeding and newborn care preparatory to message development	Phoebe Maata Estrella Jolito
HPDP	To provide TA to the implementation of the FHB	COP Phoebe Maata Anita Bonsubre

SUMMARY OF FIELDS VISITS HELD DURING THE QUARTER

Place	Purpose	HealthPRO Staff
Gen Santos / So. Cotabato	Field Observation of B'laan and T'boli tribes with So. Cot PHO Technical Team	MCH Specialist, PC
Dumaguete City	Facilitate Workshop to Strengthen WHTs in Negros Oriental	MCH Specialist Visayas AM & PC
Capas, Tarlac	Exploratory Visit with PHO and NGO on TA for Aetas	MCH Specialist Luzon PC
ZDS	Overall Training Facilitation and mgt - Message Development on Breastfeeding and Immediate Newborn Care for ZDS	MCH Specialist STTA, PC, AA
Davao City	Facilitation of ARMM GP Orientation And HPC Planning	MCH Specialist ARMM AM and PC
Oroquieta City, Misamis Occidental	GP Orientation and HPC Planning for MisOcc	MCH Specialist Mindanao AM and PC
Davao City	Technical updates on Breastfeeding and Newborn Care for Compostela Valley (1/2 day)	MCH Specialist STTA
Davao City	For South Cotabato: Message Development on Breastfeeding and Newborn Care (Part 1) GP Promotion Planning	MCH Specialist STTA Mindanao PC, AA
Gen.Santos /Sarangani	ComPlan Consultation with PHO staff of Sarangani and FGD	MCH Specialist RME Specialist Documentor
Compostela Valley	Conducted FGD and validation meeting	FP Specialist BCC Advisor
Albay	Conducted FGD and validation meeting	FP Specialist Communication Specialist
Bulacan	Conducted FGD and validation meeting	FP Specialist Communication Specialist
Pangasinan	Conducted FGD and validation meeting	FP Specialist Provincial Coordinator
Cotabato	Discuss possible world tb day activities with DOH-ARMM TB Program Manager and CRS	Jeanne Valderrama Aminin Abubakar
Maguindanao	Re-orientation of TB Support Groups on their roles and addressing TB myths and misconceptions (8 RHUs)	Jeanne Valderrama Amin Abubakar Armin Hautea
Lanao del Sur	Data validation and conduct of FGD on MNCH and TB	Dominique Tabora Jeanne Valderrama Aminin Abubakar
Capas, Tarlac	Site visit and planning for World TB Day (Aeta community), lecture on Basic TB, myths and misconceptions; roles of community volunteers as treatment partners	Jeanne Valderrama Cecile Manuel
Zamboanga City	Participate in TA Planning and SCP finalization	DCOP Mindanao AM Mindanao PC
Cebu City	Participate in TA and SCP Planning and ACM activities	DCOP Visayas PC
Antipolo City	Participate in Health Policy Strategic Training for TA providers	DCOP
Cebu-Iloilo Cities	Provide TA to DOH/NASPCP, WHO and GF Training Workshop in Cebu and participate in TA and SCP planning, ACM activities in Iloilo	DCOP
Negros Occidental	Participate in World TB Day activities in Negros Occidental and conduct FGD for BCC Plans	DCOP, RME Specialist Visayas AM Visayas, PC
Sarangani	Participate in World TB Day activities	DCOP
Pasay City (Pasay CHO)	Discuss the details of the HealthPRO FGD Workshop Design	Cecile Manuel
Pasay City (Aloha hotel)	Participate in the HIV/AIDS Program Launching	Cecile Manuel
Pasay City	FGD Workshop for MARPS, including FGD	Cecile Manuel

(Crown Regency)		Carmina Aquino Robert Baguno
Pasay City (Dona Marta HC)	Participate in LGU organized Donors' Meeting	Cecile Manuel
Quezon City (QC CHO)	Participate in LGU organized Donor's Meeting and level of schedule of TA activities for the year	Cecile Manuel
Angeles City (CHO)	Conduct LGU Monitoring and TA activities for the next quarter	Cecile Manuel Rose Ann Gaffud
Albay	Participate in HealthGOV organized workshop	Rose Ann Gaffud
Albay	Organize World TB Day Activities	Rose Ann Gaffud
Albay	Coordinate World TB Day Activities	Rose Ann Gaffud
Albay	Conduct validation meeting and FGDs in selected municipalities	Rose Ann Gaffud Randy Solis
Albay (Venezia Hotel)	GP9 Facilitators' Meeting and Planning	Rose Ann Gaffud Roberto Baguno
Albay (MORMS)	Assisted with World TB Day Celebration	Rose Ann Gaffud Roberto Baguno
Bulacan (Richmonde Hotel)	Basic Message Development Workshop	Cecile Manuel, Jeanne Valderrama, Phoebe Maata, Randy Solis, Napoleon Juanillo, Roberto Baguno, Marivic Dieta
Bulacan	Bulacan PIPH (provincial level) review workshop	Cecile Manuel
Bulacan	Participate in the MIPH Planning	Rose Ann Gaffud
Bulacan (PHO)	Meet with local counterparts re. GP orientation design and schedule of BCC campaign FGDs	Cecile Manuel
Bulacan (PHO; Malolos Club Royale)	Conduct GP9 Facilitators' Meeting and Planning	Cecile Manuel Marivic Dieta
Bulacan (Malolos Gym)	Support documentation of World TB Day launching (provincial level)	Cecile Manuel
Bulacan (PHO)	Validation meeting and FGDs in selected municipalities (San Rafael and Bustos)	Randy Solis Lydio Espanol
Tarlac (Capas)	Explore TA re. Aetas in Sta Juliana, Capas, Tarlac	Rose Ann Gaffud Phoebe Maata
Tarlac	Participate in the PIPH Planning workshop	Rose Ann Gaffud
Tarlac (Capas, HFA Foundation)	Meet with LGU counterparts re. World TB Day	Cecile Manuel Jeanne Valderrama
Tarlac (Capas, HFA Foundation)	Conduct TB DOTS refresher/orientation for Capas RHU staff and Health For All Foundation staff in preparation for World TB Day	Jeanne Valderrama
Tarlac (Capas, HFA Foundation)	World TB Day launching (provincial level)	Mark Velasco for Cecile Manuel
Nueva Ecija	Participate in the PIPH Planning	Rose Ann Gaffud
Pangasinan, Urdaneta City (Sang. Panglungsod)	Meet with Urdaneta City, Pangasinan and provincial counterparts re. World TB Day	Cecile Manuel Rose Ann Gaffud
Pangasinan, Urdaneta City	Support documentation for World TB Day	Cecile Manuel
Pangasinan, Leisure Coast, Dagupan City	Conduct GP9 Facilitators meeting and orientation (2 rounds)	Cecile Manuel
Pangasinan, Leisure Coast and RHUs	Conduct BCC validation meeting and FGDs in selected municipalities (Aguilar and Mangaldan)	Rose Ann Gaffud Lydio Espanol
Cagayan Isabela, CHD1, La Union	Coordinate April GP9 Bulacan activities and Tarlac World TB Day activities	Cecile Manuel Rose Ann Gaffud
Cagayan Isabela, CHD3, Angeles City	Coordinate April GP9 Pangasinan activities and Urdaneta City, Pangasinan World TB Day	Cecile Manuel Rose Ann Gaffud
1. Compostela Valley	To provide TA in the finalization of messages on breastfeeding and newborn care	Estrella Jolito
2. Zamboanga City	To participate in the SCP review and TA planning	DCOP Anita Bonsubre Lucille Dagpin
3. South Cotabato	To conduct field observation on the IP communities	Phoebe Maata Estrella Jolito
4. Zamboanga Norte	To orient the Community Development Assistance Unit on the project and explore working with Lando Bibo in the communities	Anita Bonsubre Lucille Dagpin
5. Cagayan de Oro City	To participate in the interCA meeting for the development of the provincial technical assistance plans	Anita Bonsubre

6. Bukidnon	To meet with the National Commission for the Indigenous People on involvement of IPs in the project	Lucille Dagpin
7. Zamboanga Norte	To facilitate the field visit of the USAID SO3 Assessment Team	Anita Bonsubre
8. Lantapan, Bukidnon	To conduct ICV monitoring	Anita Bonsubre Lucille Dagpin
9. Zamboanga Sur	To provide TA on message development on breastfeeding and newborn care	Phoebe Maata Lucille Dagpin
10. Zamboanga Sur	To provide TA on the conduct of health event	Anita Bonsubre Lucille Dagpin
11. Sarangani	To provide TA on the conduct of World TB Day	Anita Bonsubre
12. Province of Bukidnon, municipalities of Lantapan, Kibawe, Quezon, Kalilangan, Danggagan & CHO Valencia	To provide TA on the conduct of World TB Day	Mindanao Team
13. Polomolok, South Cotabato	To provide TA on the conduct of a Family Health Fair(with the US Ambassador as guest)	Mindanao Team
14. Davao Sur	To provide TA in the development of PIPH	Estrella Jolito
15. Compostela Valley	To provide TA in the conduct of FHB Navigators training	COP Estrella Jolito
16. Compostela Valley	To conduct validation meeting with HPC Mentoring Team and FGDs on FP & MNCH for the BCC campaign plan	Dominique Tabora Lydio Espanol
16. Sarangani	To conduct validation meeting with the IPHO team and FGDs on FP & MCH for the BCC campaign plan	Phoebe Maata Rhona Montebon

4 PLANNED ACTIVITIES FOR THE UPCOMING QUARTER

MCH Activity	Project Staff / Consultant	Timeframe/ Comments
GP Promotion Monitoring and Evaluation of April promotional activities	MCH Specialist BCC Advisor A2Z AMs PCs	April-June Note: Monitoring in selected provinces and Assessment-Planning Workshop in provinces which had GP Promotion Planning. Target: 1 per LVM & ARMM
Follow-up LGU initiatives on activities for the Safe Motherhood Week celebration, e.g. Buntis Congress in Albay	AMs PCs MCH Specialist STTA or BCC Advisor	May Target: One province per LVM and ARMM) Communication STTA per Region
Pretesting/piloting of Storybook (Sarangani) and IPCC training of BHWs using the storybook	MCH Specialist STTA	May – June Communication STTA
Pilot Orientation Module on Orientation of WHT	MCH Specialist BCC Advisor Visayas AM and PC	TBD/ During the next quarter Need STTA to package Orientation Module and materials for roll-out
Develop and conduct pilot training for Aetas in Tarlac	MCH Specialist STTA PC	May-June Communication and artist STTA
IPCC training of Community Groups to be mobilized in the LGUs including BHWs, on specific campaign messages	MCH Specialist BCC Advisor STTA PC AA Documentor	May –June Target: one province per LVM and ARMM
Conduct of Message development on Breastfeeding and Newborn Care to LGUs with MCH priority	MCH Specialist STTA PC AA	June Target: 1 for the quarter
Identification and documentation of good practice in health promotion and testimonials/case studies of clients and health service providers who practice healthy behaviors and those who have adopted updated healthy practices, e.g. skin-to-skin contact and early initiation of breastfeeding	MCH Specialist AMs PCs	May - June Target: At least 1 per LVM and ARMM
GP Promotion Monitoring and Evaluation of April promotional activities	All project staff	
Follow-up LGU initiatives on activities for the Safe Motherhood Week celebration, e.g. Buntis Congress in Albay		
Pretesting/piloting of Storybook (Sarangani) and IPCC training of BHWs using the storybooks		
Pilot Orientation Module on Orientation of WHT		
Develop and conduct pilot training for Aetas in Tarlac		
IPCC training of Community Groups to be mobilized in the LGUs including BHWs, on specific campaign messages		
Conduct of Message development on Breastfeeding and Newborn Care to LGUs with MCH priority		
Identification and documentation of good practice in health promotion and testimonials/case studies of clients and health service providers who practice healthy behaviors and those who have adopted updated healthy practices, e.g. skin-to-skin contact and early initiation of breastfeeding		

HIV and AIDS Activity Program Management	Project Staff/ Consultant	Timeframe/ Comments
Development of Concept Paper for AIDS Candlelight Memorial	DCOP	April Select at least 5 sites only
Provision of TA for the ACM in various sites	DCOP	May 5 sites
Collaborate with HealthGov and HPDP for the HIV/AIDS Operations Research	DCOP	April – June Inter CA activity
Finalize FGD and BCC Plans	BCC Advisor, MM Advisor, Health Specialists	April – May With approval from COTR
Recruit Grants Manager and Documentation Specialist	DCOP, Fin Director	April
Participate in planning process with NCHP for HIV and TB BCC Plans	COP, DCOP, TB Specialist	April – May
Organize BCC TWG Meeting	DCOP, BCC Advisor	April – June
Coordinate with STTA for finalization of BCC Assessment Report	DCOP	April
Data validation and conduct of FGD, Lanao del Sur	Comm Team AM TB HS	April
BCC Campaign Plan for TB writeup		April
TOT on DOTS (Basilan, Sulu, Lanao Sur, Maguindanao, Tawi-Tawi, ComVal Regional/ Provincial level 1. Identify trainees 2. Determine availability of resources for training 3. Develop IPC training design (with STTA) 4. Develop M&E strategy for the training 5. Preparation of logistics (handouts, training kits, pre-test, post-test, job aides) 6. Present and discuss training design with PHO 7. Send invitation to participants 8. Follow up participants' confirmation 9. Conduct the training (with STTA as facilitator)	TB Specialist Area Managers STTA	Batch 1: May 5- 7 Basilan, Sulu, Lanao Sur, Maguindanao, Tawi-Tawi, ComVal, Sarangani, South Cotabato, Zamboanga del Sur Total : 20 Batch 2: June 2-4 Luzon, Albay, Bulacan, Cagayan, Isabela, Nueva Ecija, Pangasinan, Tarlac Total : 18 Batch 3: May 26-28 Visayas, Aklan, Bohol, Capiz, Negros Occidental, Negros Oriental, Agusan Norte, Bukidnon, Davao del Sur, Misamis Occidental, Misamis Oriental, Zamboanga del Norte, Zamboanga Sibugay Total: 32

BMM Activity	Project Staff/ Consultant	Timeframe/Comments
Basic Message Development - Pangasinan	Dominique Tabora/Randy Solis/STTA	April
Basic Message Development - Albay	Dominique Tabora/Randy Solis/STTA	April
Strategic Communication Planning* - Isabela	Nap Juanillo/STTA	May
Strategic Communication Planning* - Tarlac	Nap Juanillo/STTA	May
Strategic Communication Planning* – Nueva Ecija	Nap Juanillo/STTA	June
Family Planning Training – TOT and Provincial Level	Lydio Espanola	May/June
TB IPC training – TOT (national level)	Jeanne Valderrama	May/June
HEROs for Health – TOT (national level)	Nap Juanillo	May/June

*May be substituted with provincial TA planning; Launches of BCC campaigns have yet to be determined and once approved will be launched and implemented as agreed upon between HealthPRO and LGU

Activity	Project Staff/ Consultant	Timeframe/Comments
1. Validation Meeting and FGDs on FP & MNCHN for the BCC campaign plan in South Cotabato	Rhona Montebon, Phoebe Maata & Estrella Jolito	April
2. GP Promotion & Communication Planning with BHWs and Lando Bibo in Zamboanga Norte	Phoebe Maata & Lucille Dagpin	April
3. Finalization of SOW of the STTAs (writer and illustrator) of the storybooks for IPs	Anita Bonsubre	April
4. Sessions with Drivers for Health	Estrella Jolito	April-June
5. Finalization of the SOW of Xavier Univ- RIMCU to conduct rapid assessment of IP health practices in Bukidnon	Anita Bonsubre	April
6. InterCA consultation meeting with IPHO Zamboanga Sibugay	Anita Bonsubre	April
7. Meeting with Congresswoman Ann Hofer of Zamboanga Sibugay to discuss the use of her funds allocated for HPC	Anita Bonsubre	April
8. TA to the HPC Mentoring Team of Zamboanga del Sur on the conduct of briefing on Family Health Fair to the MHOs	Anita Bonsubre & Lucille Dagpin	April
9. InterCA consultation meeting with CHD XII	Anita Bonsubre & Estrella Jolito	April
10. Field Visits of the writer and illustrator of the storybooks to selected IP communities	Estrella Jolito	April
11. Media Orientation on Communicating Health Information- Municipal Information Officers of South Cotabato & selected media practitioners	Anita Bonsubre & STTA	April
12. Enhancement, development of illustrations and finalization of the storybooks	Anita Bonsubre, Estralla Jolito, FP & MNCHN Health Specialists, BCC Advisor & STTAs	April-May
13. Conduct of Rapid Assessment on IP health practices in Bukidnon	Anita Bonsubre, FP & MNCHN Health Specialists, RIMCU	April -May
14. Pre testing of storybooks	Estrella Jolito, FP & MNCHN Health Specialists, STTA	May
15. IPC Training for BHWs & Care Group Leaders of Sarangani using the storybooks	Anita Bonsubre, Estrella Jolito, FP & MNCHN Health Specialists, STTA	May
16. Dissemination of the results of the Rapid Assessment on the IP health practices in Bukidnon	Anita Bonsubre, RIMCU	May
17. Validation meetings and FGDs on TB, FP & MNCHN for the BCC campaign in Zambo Sur, Bukidnon, Misamis Occidental & Zamboanga Norte	Lucille Dagpin, BCC Team & Health Specialists	April- May
18. Family Health Fair in Zamboanga Sur	Anita Bonsubre & Lucille Dagpin	May
19. Gay Congress in Zamboanga City	Anita Bonsubre, Lucille Dagpin & DCOP Mina Aquino	May
20. Monitoring the GP Promotions in Zamboanga Sur, Zamboanga Norte, Compostela Valley, South Cotabato, Bukidnon & Misamis Occidental	Mindanao Team	April- May
21. TOT for Provincial HEPOs	Area Managers, NCHP	Last week of April
22. Training of the Municipal HEPOs of Zamboanga Sur	Lucille Dagpin, NCHP	Second week of May

23. Implementation of the BCC campaign in Compostela Valley, Sarangani, South Cotabato & Zamboanga Sur	Anita Bonsubre, Estrella Jolito & Lucille Dagpin	Third week of May- June
24. Monitoring the use of story books during IPC activities of BHWs and Care Group Leaders in Sarangani	Anita Bonsubre & Estrella Jolito	May- June
25. Development of the BCC strategy for Bukidnon with focus on the IPs	BCC team & Health Specialists	May
26. Development of BCC strategies for Zambo Norte and Misamis Occidental	BCC team and Health Specialists	May- June
27. Monitoring the promotion and education activities of Drivers for Health in South Cotabato	Anita Bonsubre & Estrella Jolito	April-June
28. Review and Finalization of the storybooks	Anita Bonsubre, Estrella Jolito & FP & MNCHN Specialists	May- June
M&E Activities		
Coordination with NCHP for the development of HEPO Monitoring and Reporting Tool	RME Adviser	Based on NCHP Campaign Plan
Finalization of Media Reach Protocol with PROBE Foundation	RME Adviser	Based on LRA contract with Probe
M&E Planning with SCP mentoring teams for the SCP and BCC plans	RME Adviser	Based on status of SCP/BCC plans
Update of the PMEP	RME Adviser	End of April

5 MANAGEMENT AND ADMINISTRATION

5.1 Work plan and project indicators (Rhona will have completed data available on Monday, May 11)

During the quarter the project has worked in reporting Operational Plan and PMP indicators. The following table is a summary list of the PMP indicators that are also listed and interpreted under each component section.

[illegible]

5.2 Financial and administrative issues

Budget Tables: The following tables represent the expenditures for the quarter and the projections for the next one.

Philippines - HealthPRO

Contract No. GHS-I-00-07-00010 Order No. 02

Line Item Costs Expenditure as of 3/31/09

	Total Estimated Cost	2nd Quarter Expenditures	Total Contract-To-Date Expenditures	Remaining Funds
Salaries and Wages	\$ 3,972,658.00	\$ 136,959.68	\$ 837,019.26	\$ 3,135,638.74
Fringe Benefits	\$ 72,032.00	\$ 4,786.46	\$ 22,646.99	\$ 49,385.01
Overhead	\$ 564,663.00	\$ 19,844.45	\$ 120,353.31	\$ 444,309.69
Consultants	\$ 218,068.00	\$ 16,643.57	\$ 84,426.41	\$ 133,641.59
Travel - Per Diem	\$ 468,769.00	\$ 60,117.24	\$ 399,366.20	\$ 69,402.80
Equipment	\$ 132,601.00	\$ 2,314.67	\$ 127,396.99	\$ 5,204.01
Other Direct Costs	\$ 2,515,298.00	\$ 46,186.98	\$ 509,914.56	\$ 2,005,383.44
Subcontracts (under \$50K)	\$ 41,390.88	\$ -	\$ 41,390.88	\$ -
Subtotal	\$ 7,985,479.88	\$ 286,853.05	\$ 2,142,514.60	\$ 5,842,965.28
G&A	\$ 1,741,336.00	\$ 53,785.09	\$ 391,309.42	\$ 1,350,026.58
All Subcontracts	\$ 4,263,732.12	\$ -	\$ -	\$ 4,263,732.12
Handling Fee (4%)	\$ -	\$ -	\$ -	\$ -
Subcontracts (over \$50K)	\$ -	\$ -	\$ -	\$ -
Total Estimated Cost	\$ 13,990,548.00	\$ 340,638.14	\$ 2,533,824.02	\$ 11,456,723.98
Fixed Fee at 7%	\$ 979,338.00	\$ 23,844.72	\$ 177,367.76	\$ 801,970.24
Total Cost plus Fixed Fee	\$ 14,969,886.00	\$ 364,482.86	\$ 2,711,191.78	\$ 12,258,694.22

Total Estimated Contract Amount	\$ 14,969,886.00
Total Obligated Amount	\$ 6,750,740.00
Total Expenditure as of 3/31/09	\$ 2,711,191.78
Total Remaining Estimated Contract	\$ 12,258,694.22
Total Remaining Obligated Amount	\$ 4,039,548.22